PRIMEPAC BOXES CLEVER WITH SMART CRO PACKAGE

PRIMEPAC REALISES HUGE BENEFITS FROM A SMART CONVERSION OPTIMISATION PROGRAM
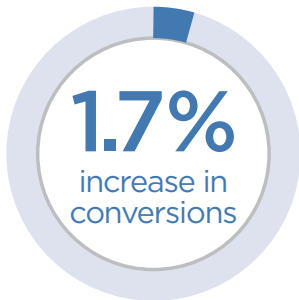
FIRST.

PRIMEPAC
making it easy!

PRIMARY OBJECTIVES

1. Decrease path-to-purchase drop off rate

2. Improve user experience

3. Increase revenue

CAMPAIGN

Conversion Rate Optimisation Program

1.7%
increase in conversions

15%
increase in revenue

Primepac is a leading manufacturer and distributor of industrial supplies and packaging products in New Zealand. They have a great offline business and approach that has been built up over the last 15 years. However an increasing percentage of their market was shopping online. To retain their customers and further grow the business, they needed to replicate their offline business success online.

OVERVIEW

Although Primepac had built up a solid business over the years, they realised there was a big hole in their marketing. While offline business was growing, there were lots of potential customers online falling through the cracks. There was a high percentage (93.9%) of new users that came to the website but didn't buy anything. 25% of the new visitors that decided to buy something, failed to complete their purchase. This was a clear indication that Primepac was missing out on a huge amount of sales because customers are dropping off at critical points in the buyer's journey and not completing purchases.

Primepac approached FIRST to provide insight into why people were dropping off and abandoning their shopping carts. FIRST was tasked to develop and implement a targeted CRO program that would:

• Improve the site's user experience
• Increase conversion rates
• Increase revenue

APPROACH

BOXING CLEVER WITH A SMART CONVERSION OPTIMISATION SOLUTION

Below demonstrates how a Conversion Optimisation Program based on data-driven insights can deliver immediate and significant increases in conversion and revenue.

WEBSITE FUNNEL ANALYSIS AND INSIGHT

FIRST conducted an in-depth analysis of the flow of users through the website to identify the points where conversion was low. FIRST then prioritised the ones that can lead to a maximum impact on conversions and revenue.

Google TAG MANAGER CERTIFIED PARTNER
Google ADWORDS CERTIFIED PARTNER
Google ANALYTICS CERTIFIED PARTNER

> " *FIRST delivered excellent results in a short span of time. The great thing about this CRO program is that we will continue to receive an increase in conversion and revenue after the CRO program has ended.* "

AIMEE JOHNSTON
Marketing Team Leader
Primepac

Key actions taken

✓ Identify the macro steps across needed to complete a purchase
✓ Establish the Digital Measurement Framework that would provide in-depth analysis and insights
✓ The focus areas identified for the Primepac website were:
  o Add to cart page and the checkout pages
  o Checkout pages included four pages, namely:
    1. Delivery info page
    2. Payment info page
    3. Checkout confirmation page
    4. Checkout success pages

These pages were selected because a small uplift in conversion on these pages would result in the largest increase in revenue. Each page was analysed further to identify the potential reasons for the high drop off on each page.

TESTING, TRIALLING AND MEASUREMENT

A plan was developed to test and improve features on the shopping cart and checkout pages . Using Optimizely, alternative pages were created for each page in the checkout process and 50% of the website visitors were directed to the new pages. Results were monitored using both Optimizely and Google Analytics to determine whether the changes made achieved the objectives set.
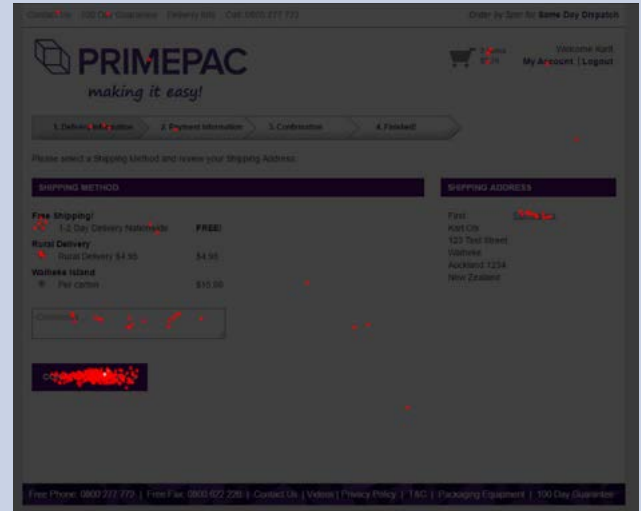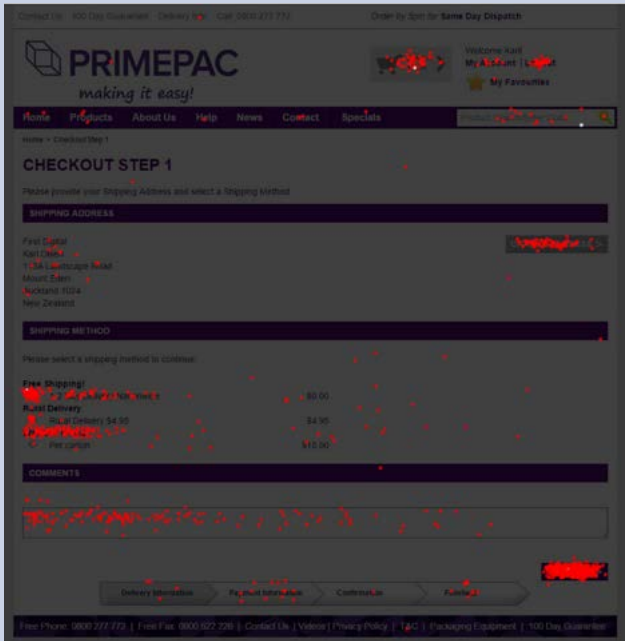
SUMMARY OF CHANGES MADE:

By changing key elements on the cart pages we simplified the purchase process, removed friction points and made it easier for users to flow through the conversion funnel. Ultimately, this decreased drop-off rate and increased conversion rate.

✓ Checkout pages 1-3 (Delivery, Payment, Confirmation)

  o Remove main navigation and breadcrumb
  o Remove page heading
  o Reposition bottom navigation bar above checkout
  o Rename checkout navigation to include step numbers
  o In the shipping section, replaced wording from $0.00 with FREE!
  o Reposition call-to-action button to centre and increase size
  o Change call-to-action button text to represent the next step in checkout process

ORIGINAL	VARIATION

Confetti map showing the original page with users' behaviour being scattered. The users were being distracted and interacted with non-important elements.

This shows the variation FIRST created. The confetti map shows much more focused interactions from the users, particularly the primary call-to-action of "Continue and Pay".

✓ Delivery page

    After running initial tests, additional changes to the delivery page were made to try and improve conversion even further on that page.

The changes below increased click-through-rate (CTR) toward the next step in the conversion funnel resulting in more completed purchases.

✓ Smart logic built into shipping method selection - based on values present in the user's address, we now highlight a default delivery method of Waiheke Island, Rural Delivery or Free Delivery

✓ Total number of steps and height of page is reduced - improving checkout flow

    o   My favourites link removed

    o   Utility navigation right aligned

    o   Top cart button made less prominent

    o   Instruction text updated to reflect focus on delivery method

    o   Shipping method column positioned on left, address de-prioritised on right

    o   Edit address button made less prominent

    o   Comments field reduced in size

PROACTIVE MANAGEMENT AND CONTINUOUS OPTIMISATION FOR SUSTAINABLE SUCCESS

The following factors contributed to the success of this program:

✓ Data-driven insights that identified the points in the customer journey where there was a high drop off rate and where the FIRST team could make changes that would produce immediate and tangible results

✓ The use of diagnostic and analysis tools to measure user engagement and interaction with elements of the website

✓ Insights from a specialist CRO consultant to formulate the changes needed on each page to improve conversion

✓ Real time visibility of performance and the ability to make changes in response to results being obtained

✓ A team of conversion specialists capable of quickly developing and implementing the new test pages and changes

RESULTS

Continuously increased conversion and revenue throughout the duration of the 3 month program.

MONTH 1

Increased conversion by 1.3%, Increased Revenue by 12%

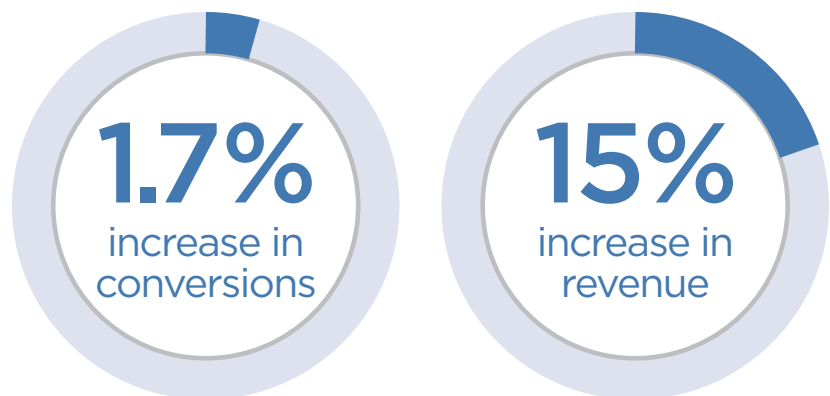**MONTH 2**

Increased conversion by 1.68%, Increased Revenue by 14.9%

MONTH 3

Increased conversion by 1.70%, Increased Revenue by 15%

MONTH 4+

continue to benefit from an uplift in conversion and revenue as the changes were made permanent

1.7%
increase in conversions

15%
increase in revenue

Results after three month CRO campaign, a small improvement in conversion at the right points resulted in a relatively large increase in revenue.

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